Venue: The Grand Hyatt Lulu International Convention Centre, Kochi, Kerala, INDIA
In its eighth year Asia's first and only award for excellence in communicating sustainability attracted double its earlier number of entries. A creative call for entries, a sound jury, an eco-friendly event, a legendary singer, a profound Mystic and everyone who is anyone in the communications industry made it the toast of the town.

Kaushik Roy thanked the jury for the recognition - Reliance Foundation, Corporate Social Crusader of the Year - GOLD. He mentioned how Jamnagar, once had just 83 trees, and today has 2500 acres of man-made green patch. They were proud to have developed India’s largest mangrove, having started at a time when the Government hadn’t mandated CSR.

Ogilvy & Mather bagged the prestigious Campaign of the Year for their Vodafone campaign.

The Corporate Green Crusader award was presented to Isha Foundation for their Rally for Rivers initiative. Reading the citation, Megha Tata mentioned “The IAA is privileged to present Isha Foundation, the Green Crusader Award, for its unique and far-reaching initiatives towards a sustainable environment and spreading the seeds for a greener future.”
Sadhguru of Isha Foundation, the Guest of Honour, was in conversation with Sudhanshu Vats of Viacom 18.

Shankar Mahadevan, a four-time winner of the National Award: three times for Best Male Playback Singer and once for Best Music Director mesmerized the audience with his soul-stirring music.

The IAA Olive Crown Corporate Social Crusader of the Year – Silver was awarded to “Vodafone Farmer BNB” an initiative by Vodafone KisaanMitr, an SMS alert service that gives farmers daily updates pertaining to weather, market prices, government schemes and much more.
The India Chapter of the IAA has always believed that what’s good is good for business.

So when Mancom member Nandini Dais came up with this unique solution to optimize Mumbai’s transport infrastructure and save precious lives, it called for immediate action.

The media rallied around this cause, and a striking advertising campaign found space in Print and Outdoor media. But this was only the beginning. Television and social media picked up the story and amplified it.

And with personal interaction with several Associations like the Rotary, national HDR convention and the like, this assumed a status of so much more than just a communication program.
Imagine having to make that choice every day. Without the guarantee of a new job. As the only earning member of your family. Now imagine straining your shoulders and shoveling to risk your life. Not because you have no choice but because your meager work is gone. So you hope this unrelenting cycle of probability will change. But it’s just not catching up with you. And the risk to your life and your employees.

Does it sound fair to you?
Add before you ask the question by saying what can you possibly do about it, alone or by yourself.

Appointing your need to Work to Live to Work. A novel people’s initiative that aims to make our working hours more flexible and commensurate with our time. By reducing the death defying toil on our back.

If you would like to discuss more about Work to Live to Work, log on to www.worktolivetowork.com

Ramnect Naryekar, President, IAA India Chapter said, "Every year, IAA undertakes initiatives to show how community matters.

A campaign has been designed and run work/liveworknow.com. To see the traditional reality is Humbuck’s 7 a.m. timings and saved lives. Reports show that even those around nine people die on the locomotive rail network, which is nearly 3300 people in a year. None of these people travel in overcrowded trains often. Just avoid late marks that lead to penalty on their salary.

Ramnect Naryekar said, "Instead of waiting for the transport infrastructure to be fixed, which would obviously take a long time, Amul's idea was as practical as it was simple. It asked, ‘are workers and HR people agree that flexi timing is a good idea? In fact many also say that in their office they have implemented flexi timings since a couple of years. The fact is that white heads of offices are against it they have about very little to actually roll it out and enable people. There is no data to say how many people actually are on flexi timing. Also if it was rain or the rush hour traffic would have increased.

Adding to it, Dias, "The two escalating losses I faced last year have left an irreparable wound in my life. Therefore, our project is really close to my heart and almost a life mission." She believes that if IAA is able to contribute in reducing the number of people losing life from 0 to 7 per week, the benefits of the campaign are immense.

Ramesh Dixit

A tragic incident leads to a new chapter in Indian advertising.

Could your attendance register be an obituary column?

If you are interested in or someone who keeps track of India’s obituary column, your will be to forget the tragic incident on political asylum of Putnam’s famous tabloids.

For instance, Ramesh Dixit, who was removed from the register of Advertising, Marketing, and Media (AIMM) for being a persona non grata, lives his final days by drooling over the list of people who have left the earth. The list, culled from the AIMM’s database, currently stands at over 50,000.

India’s central government was to be postponed by a posthumous award South Asia. Though the award was to be presented posthumously, the decision to posthumously bestow the award was taken by the government, and the list of winners was to be announced on the occasion. To take up the initiative, the government has set up a committee under the chairmanship of Ramesh Dixit. The committee has been tasked with compiling a list of Indian personalities who have made significant contributions to the nation's growth and development.

Our Thanks to Agnelo Dais and Taproot
The IAA Retrospect and Prospects is an annual title where a respected communications practitioner takes a hard look at the highs and lows of the year that was for the communications industry and does a little crystal ball gazing to forecast what to expect in the year ahead.

This year, Piyush Pandey, the most recognizable face in the Indian communications industry "did" the Retrospect and prospects before a record audience. And then the IAA felicitated Piyush and Prasoon Pandey for truly taking Indian creativity global.

IAA India current and past presidents on stage acknowledging the enormous contribution of Piyush Pandey and Prasoon Pandey to Indian advertising.
Ashish Bhasin, Chairman & CEO Dentsu Aegis Network, South Asia gave an interesting flavor on how difficult or how easy a business can be.

From where Ashish Bhasin bought Aegis Media in 2008, a start up with a not-so-pleasant past, today Dentsu Aegis Network is the 2nd largest Advertising and Marketing Communications Group in India, overturning for the first time the existing ranking, which has historically been in place for over 80 years. He has built the Dentsu Aegis Network in India from a 50 member team to a 3500 member powerhouse. The concept of one P&L encourages everyone to work together as a team and be there for each other.

Some interesting pointers shared during the interactive session:

- One must have a vision and stick to values. Values are the moral compass. Our DAN values - Be Collaborative. Be Agile. Be Ambitious. Be Responsible. Be Innovative

- Specialization beats generalists. Be the best in what you do.

- People matter the most. Put your mouth where your money matters. Management is all about growing. Rely on people who can be your extensions.

- Make sure there is a plan and work your strategy in achieving it.

Janak Sarda, currently in-charge of the IAA Young Professionals (YP Chapter), spoke on the benefits of being a part of IAA Young Professional Forum.
The India-UK Createch Summit 2018 took place in Mumbai on 6 February. This first-of-its-kind summit in India explored how the technology and creative industries are converging to produce a new wave of innovation. The India-UK Createch Summit is a part of the “Great for Collaboration” initiative to inspire and promote stronger commercial partnership between the two countries. The Summit was opened by Baroness Rona Fairhead CBE, Minister of State for the UK’S Department for International Trade (DIT), and attended by HRH the Prince Edward, Earl of Wessex.

It convened around 1,000 delegates from the film, advertising, healthcare, industrial design, music, gaming and immersive technology sectors. Mike McGee, Co-founder and CCO of Oscar-winning creative studio-Framestore; Jeremy White, Transport Director-Seymourpowell; Sir Malcolm Grant, Chairman-(NHS) England and Guy Murphy, CSO-JWT all inspired the audience to ‘think differently, with a smile on your face’, and to look beyond their own doorstep for collaboration.

India-UK Createch Summit was attended by HRH The Prince Edward, Earl of Wessex.

Forthcoming Events

- The Gutenberg Galaxy -
A collection of some of the finest print campaigns in India. A collectors item. Supported by the Free Press Journal Group.

- The first ever Regional IndIAA award (Telegu)

Initiative by Free Press

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